Nadia Ali

RAPTURE

Nadia Ali

RAPTURE

Short design rationale:

- Typography: digital LED design (common design on digital technology i.e. digital clocks)
- Why this design choice?
  - Chose design for experimental reason – mostly see LED design for numbers and not letters
  - Thought LED design is representative of the upbeat, dance-pop music genre and modern music video (white, black, lots of colour contrast
  - Emotion: Evokes positivity, happy, care-free mindset/relaxing
  - Song is nostalgic – reminds me of my past (teenage years) – would listen to it leisurely
  - Rapture -> Did research on the word – Has a religious connotation (google search: "rise in the clouds to meet the Lord in the air, CITE) *Benware, Paul N. (2006). Understanding End Times Prophecy: A Comprehensive Approach. Chicago: Moody. p. 208. ISBN 978-0-8024-9079-7.*
  - Lyrics: - talk about "Rapture tastes so sweet" (What does this mean to you) the love she feels is a state of ecstasy, in seventh heaven
  - Lyrics: "Mi Amore" – caught my attention, I researched – it is a mix of Italian and Spanish

Below are my sketches
and the ideation process.

Just an idea: Brainstorm

Wed. Feb 2, 2022

w/ Manoj

Nadia Ali

← Don't need to write in block letters (doesn't have to be identical to album cover font).

Nadia Ali

Nadia Ali

Nadia Ali

• When I think of this song it brings out the joy of happiness and dancing to it.

Nadia Ali

No colour

colour in between lines

- The colows that I choose would be pink, because it shows my inner side of beauty and refeences my childhood of love.

- Blue reminds me of being a tomboy because of the cool tone that represents the sky.
- Green represents nature because it shows deep caln of emotions.

- The forms I would create is like opened minded

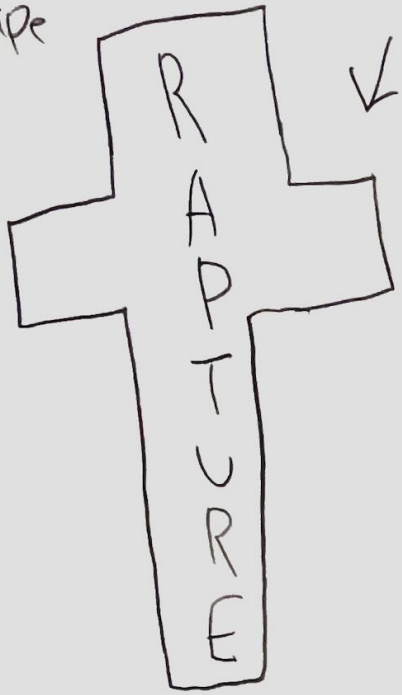
- Compose to the music video it feels like the action of dance

- For the cover I would put a heart shape to show how it feels

- The song was released in 2010 from the album Queen of Clubs Trilogy: onyx Edition (Dance/Electronic)
- The audience from generation would around my age

- VCR logo (VHS) Tape
- Nostalgia
- digital related
- Old School

Cover idea



- A cross that represents Christianity

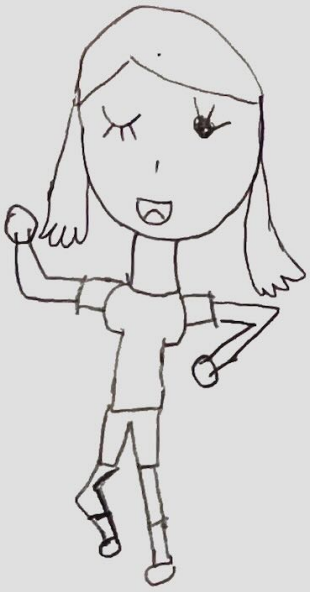
RAPTURE

- Digital Led design would appear on screen

RAPTURE

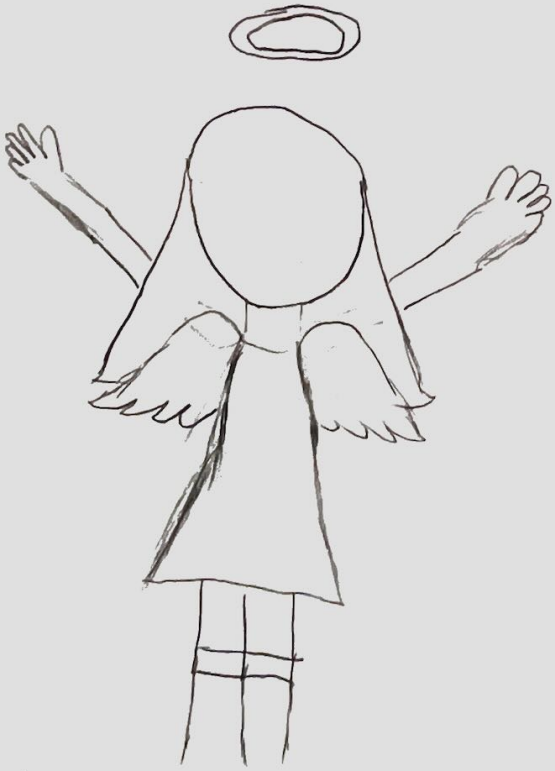
- Pixel idea from old school game type

Music book let examples



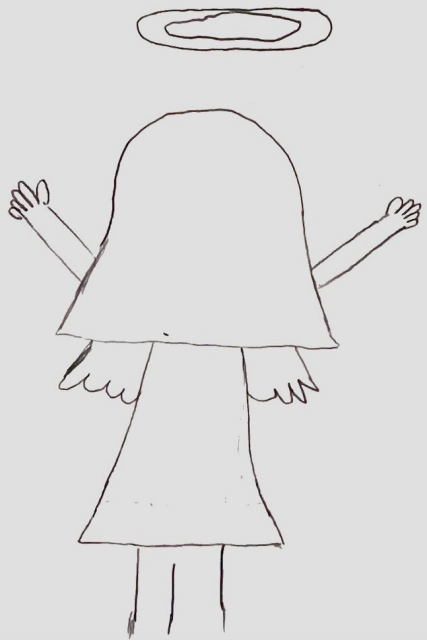
feel the beat
of
Dance

The World Around
me



rise from Heaven

RAPTURE



Graphic Log

Name of file

Halaxy and nebula. Elements of this Image Furnished by NASA

Copyright	Artist
Shutterstock via The Conversation	NASA images

Source
https://theconversation.com/curious-kids-where-are-all-the-other-galaxies-hidden-101977

Modification

used at opacity 40%

Licensing/Rights